

## **Marine Region Program Descriptions and Key Measurable (Planned) Objectives**

**Program:** *Marine Region Management*

**Project:** **Marine Region Public Outreach and Education**

As Marine Region Public Outreach and Education Coordinator, create venues and pathways to:

- Communicate concise, accurate, effective and interesting Marine Region-related information, both internally and externally
- Achieve transparency in Marine Region actions and decisions
- Inform and educate the public about marine resources
- Promote conservation and responsible use of marine resources
- Expedite successful completion of various Marine Region projects, possibly using new and innovative outreach and education strategies and tools.
- Collaborate with the Office of Communications, Education and Outreach to achieve the above and other shared goals

**Budgeted Resources Dedicated to the Project:** This project includes one position and a Personal Services budget of \$69,453, which is already included in the total Personal Services budget for the Marine Region Management Program.

**Key Measurable (Planned) Objectives for FY 2006-07:**

- California Fishing Passport & California Fish and Invertebrate Identification Book
- Ocean Sport Fishing regulations booklet & Ocean & Freshwater Sport Fishing Regulations supplement
- Four issues of Marine Region newsletter
- Estimated 10 to 12 outreach events (sport fishing shows, Fishing Passport program, etc.)
- Magazine articles for *Outdoor California*
- Nationwide review of state marine resource management outreach efforts
- Training: Natural Resources Communication Workshop, CSU Chico
- Training: Attend NASW Workshop during AAAS meeting, San Francisco
- Informational products for new California Fishing Passport Program

**Key Measurable (Planned) Objectives for FY 2007-08:**

- Four issues of Marine Region newsletter
- Estimated 10 to 12 outreach events (sport fishing shows, Fishing Passport program, etc.)
- Magazine articles for *Outdoor California*
- Ocean Sport Fishing regulations booklet & Freshwater & Ocean Sport Fishing Regulations supplement
- Present summary of nationwide outreach review to Marine Region managers, implement strategies as appropriate
- Training: Increase and hone publication software skills in Adobe Illustrator and InDesign
- Informational products for the new California Fishing Passport program